



## Senate

General Assembly

**File No. 262**

February Session, 2004

Substitute Senate Bill No. 350

*Senate, March 25, 2004*

The Committee on Commerce reported through SEN. LEBEAU of the 3rd Dist., Chairperson of the Committee on the part of the Senate, that the substitute bill ought to pass.

### **AN ACT CONCERNING BUYING FIRST FROM CONNECTICUT COMPANIES.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

- 1 Section 1. (NEW) (*Effective from passage*) (a) Not later than January 1,
- 2 2005, the Commissioner of Economic and Community Development
- 3 shall, within available resources, develop a form which may be used
- 4 for the submission of product and service information to the
- 5 Department of Economic and Community Development by any
- 6 company having Connecticut as its principal place of business. Such
- 7 form shall include, but not be limited to, provision for the submission
- 8 of information relating to: (1) Any product or service manufactured,
- 9 developed, distributed, sold or provided by such company for which
- 10 the company seeks corporate customers also having Connecticut as its
- 11 principal place of business, (2) the location and address of such
- 12 company, (3) contact information, including telephone number,
- 13 facsimile number, electronic mail address and web site address for
- 14 such company, (4) product and service history information, including,

15 but not limited to, the date of establishment for such company, the size  
 16 and capacity of such company, client references and cost information  
 17 relating to such product or service. The department shall make such  
 18 form available for submission by such companies, in both printed and  
 19 electronic format, not later than April 1, 2005.

20 (b) On or before April 1, 2005, and annually thereafter, the  
 21 commissioner shall cause advertisement of the ability of such  
 22 companies to submit such form to be published in a trade publication  
 23 having as its principal circulation Connecticut-based companies.

24 (c) On or before October 1, 2005, and annually thereafter, the  
 25 commissioner shall publish and update an indexed printed publication  
 26 containing such information as described in subsection (a) of this  
 27 section. The commissioner shall make such printed publication  
 28 available to any company or person upon request. The commissioner  
 29 may charge a reasonable fee for such publication to defray the cost of  
 30 production and printing of such publication provided such fee shall  
 31 not exceed fifty dollars.

32 (d) On or before January 1, 2006, the commissioner shall make such  
 33 publication described in subsection (b) of this section available in  
 34 electronic format and accessible through the department's web site  
 35 address.

36 (e) The commissioner may adopt regulations, in accordance with  
 37 chapter 54 of the general statutes, for the submission of information by  
 38 Connecticut-based companies pursuant to subsection (a) of this section  
 39 and the implementation of this section.

This act shall take effect as follows:	
Section 1	<i>from passage</i>

**CE**      *Joint Favorable Subst.*

The following fiscal impact statement and bill analysis are prepared for the benefit of members of the General Assembly, solely for the purpose of information, summarization, and explanation, and do not represent the intent of the General Assembly or either House thereof for any purpose:

### **OFA Fiscal Note**

#### **State Impact:**

Agency Affected	Fund-Effect	FY 05 \$	FY 06 \$
Department of Economic & Community Development	GF - Cost	See Below	See Below
Department of Economic & Community Development	GF - Potential Revenue Gain - Cost	See Below	See Below

**Municipal Impact:** None

#### **Explanation**

The bill requires the Department of Economic and Community Development (DECD), within available appropriations, to help Connecticut-based companies advertise their products and services to other Connecticut companies. They must do this through annually preparing and updating a trade publication in hard copy and electronic format. The DECD has no available resources for this new program. Implementation will require additional personnel and other expense costs associated with marketing, website design and publication anticipated to cost approximately \$200,000 per year. A \$50 maximum fee can be charged to businesses to offset these costs. The costs include one to two additional employees including a marketing representative and data entry/clerical position and associated costs for data collection, publication, marketing and website design or the hiring of an outside consultant. DECD would need to charge for 4,000 publications to recoup the costs. It is anticipated that the department would not offset these costs immediately, but potentially would offset them in 2 – 3 years. However, the fee would be deposited into the General Fund, since no special account or fund is specified or provided in the legislation.

**OLR Bill Analysis**

sSB 350

**AN ACT CONCERNING BUYING FIRST FROM CONNECTICUT COMPANIES****SUMMARY:**

This bill requires the Department of Economic and Community Development (DECD) commissioner, within available appropriations, to help Connecticut-based companies advertise their products and services to other Connecticut-based companies and specifies how he must do so. The commissioner must annually prepare and update a trade publication containing information companies send to him about themselves and their products and services. He must offer the publication in hardcopy or electronic format. The bill allows him to recoup the production costs by charging up to \$50 per publication.

EFFECTIVE DATE: Upon passage

**PRODUCT AND SERVICE INFORMATION FORM**

The commissioner must gather the information for the trade publication by developing a form companies can use to provide information about the products and services they want to advertise. The form must allow the company to indicate its address and how it can be contacted, describe its products and services, and relate its history, including when it was established, its size and capacity, client references, and the costs associated with its products or services.

The commissioner must develop the form by January 1, 2005 and make it available to companies in printed and electronic format by April 1, 2005. Also annually, beginning April 1, 2005, he must inform companies about the publication and the form they need to complete if they want to advertise in it. He may adopt regulations specifying how businesses must submit the forms.

**DISTRIBUTING THE TRADE PUBLICATION**

Beginning October 1, 2005, the commissioner must annually update and publish the trade publication, which must contain an index based

on the information provided in the forms. He must provide a printed copy of the publication to any person or business that requests one. He must make the publication available in electronic format through DECD's web page by January 1, 2006.

**COMMITTEE ACTION**

Commerce Committee

Joint Favorable Substitute

Yea 26      Nay 0